

Thank you for your willingness to serve during the 2009 VtSHARES Campaign.

KEY PERSON RESPONSIBILITIES:

If you have any questions or concerns please contact the campaign coordinator, Serena Kemp at 828-0065 or by e-mail (serena.kemp@state.vt.us), she is your resource, as you are the resource for your solicitors. Any other coordinating committee member can be of assistance in her absence. See VtSHARES website (http://VtSHARES.vermont.gov/) for our Committee members' contact information.

- Select solicitors, if applicable. Make sure that every solicitor has a copy of this document so that it is clear to them what their responsibilities are, and what your responsibilities are as a key person.
- The number of solicitors that you have should be based on the total amount of employees in your agency
 or department, anywhere from no solicitors, to two solicitors, to ten solicitors is common. Solicitors
 should be from various sections of your agency or department. They will need to distribute and collect
 pledge materials, send out periodic reminders and promotional information and be able to answer
 questions.
- Please determine who your solicitors are and send a list of their names and contact information to the campaign coordinator: Serena Kemp by September 11th. They are also eligible for a prize drawing.
 See the 2008 Awards sheet in your packet.
- Strongly encourage the use of the VtSHARES Campaign website for information on the campaign, history, contributions, awards, committee, FAQs, charity directory, and how charities may apply. http://www.vtshares.vermont.gov/
- You will receive materials for distribution via the pink mail system the week before the kickoff breakfast:
 - o multiple copies of the charity directory (please encourage use of the website for the updated listing, Go Green!)
 - o Excel listing of your employees that matches pledge cards mailed to you
 - o pins based on last year's numbers by dept, plus a few more
 - o enough campaign brochures for every employee
 - o employee pledge cards
 - o hard copy of VtSHARES Campaign contribution transmittal Excel spreadsheet (electronic copy can be found on the web)
 - o campaign posters
 - o a goal thermometer sheet showing the files available for you to download from our website, choose the one that works best for you
 - o a campaign evaluation sheet
 - o 2009 awards document
 - We have provided sample promotional e-mails to you on our website that you can send out every few days via your own e-mail system or other means during the campaign to encourage staff to donate.

- Check and become familiar with the materials when you receive them, sort and distribute them to your solicitors. Again, please encourage the use of the website to your employees. Additional supplies may be obtained by contacting Heather Matott at 828-0079 or heather.matott@state.vt.us
- Lead by example, and encourage your solicitors to make personal contact with each employee (if possible). A friendly face and a person willing to get answers to contributor's questions have a positive effect on overall participation.

KEY PERSON/BUSINESS MANAGER RESPONSIBILITIES:

- Check the accuracy of pledge cards as they are returned: employee's ID number, home address, and signature. Check the charity recipient(s) the contributor designated to ensure readability. Confirm the form of contribution (either one time check or payroll deduction, cash should not be encouraged, but will be accepted), and check the arithmetic (this is a vital part of the process). Checks should be made out to the State of Vermont.
- Business Managers will submit a hard copy of the VtSHARES Campaign contribution transmittal, Exhibit A, (electronic copy should be e-mailed) with employee pledge cards and contributions to the campaign coordinator, Serena Kemp. These can be mailed or dropped off periodically throughout the two week campaign. Please notify the campaign coordinator of your mailed submission, so she can be looking for it.
- As part of your key person packet, I am enclosing a copy of an Excel spreadsheet by employee, Exhibit B, specifically for your agency/dept (electronic file will be e-mailed) to use. It lists each employee for which you received a pledge card and provides columns to designate cash, check or payroll deduction with a grand total. We encourage you to use this to cross-check the pledges received from your employees in order to complete the transmittal sheet (above) and/or submit along with your transmittal sheet to ensure accuracy.
- Ensure all pledge cards and checks are returned by Friday, October 31st to: VtSHARES Campaign Coordinator, Serena Kemp, DII – 133 State Street 5th Floor, Montpelier, Vermont 05633.

KEY PERSON/SOLICITOR RESPONSIBLITIES:

- If, as a solicitor, you have any questions or concerns please contact your agency or department's key person. Your key person is there to support you throughout the campaign.
- Hang VtSHARES campaign posters in visually prominent locations.
- Personally distribute pledge cards to co-workers and encourage the use of the VtSHARES website
 (http://VtSHARES.vermont.gov/) for the Charity Directory listing in order to save paper. Go Green! The
 website and the printed directory contain the brief description of each charity as well as the charity
 codes that are needed in order to complete a pledge card.
- Answer employee questions about the campaign.
- Send out periodic reminders and promotional information to employees.

- Upon receipt of a completed pledge card, ask the employee if they would like a pin and or a pen (pens were limited this year). Regularly submit to your Business Manager completed pledge cards and any checks/cash that are provided to you from your employees.
- Request additional supplies from your key person or Heather Matott, as noted above.

Thank you, key persons, solicitors and business managers, for giving so much of your time and effort to make this campaign a success!